

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019 SESSION

**BBS2844 – BUSINESS AND SOCIETY**  
**(Distance Education)**

13 OCTOBER 2018  
9.00 a.m. to 11.00 a.m.  
(2 HOURS)

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### INSTRUCTION TO STUDENT

1. This Question paper consists of **THREE (3)** pages inclusive of the cover page with **FOUR (4)** questions only.
2. Answer **ALL** questions. The mark distribution for each question is given.
3. Please write all your answers in the answer booklet provided.

**QUESTION 1**

- a. Explain **FOUR (4)** reasons why ethics has become the focus of many business decision makers. Gives **TWO (2)** examples of some of the corporate scandal occurring over the past years.

(12 marks)

- b. Briefly explain **FOUR (4)** of the primary stakeholders in terms of the business environment and how it impacted them.

(13 marks)

(Total: 25 marks)

**QUESTION 2**

- a. What is corporate governance? Propose **FOUR (4)** steps a business can take to practice good corporate governance.

(15 marks)

- b. Why is it important for the government to regulate business? Discuss

(10 marks)

(Total: 25 marks)

**QUESTION 3**

- a. The central questions in employment relations are recognizing employees' rights. The underlying assumption is that business should provide as many of these rights as possible. Discuss **FOUR (4)** of the employees' rights.

(13 marks)

- b. Discuss the ethical elements that can help corporations to better understand the issue of product safety and quality.

(12 marks)

(Total: 25 marks)

Continued..

**QUESTION 4**

- a. Technology today has become an important part of everyday life. Discuss **FOUR (4)** of the ethical challenges that technology presents to the business and society.

**(12 marks)**

- b. Environmental awareness and corporate social responsibilities (CSR) generally complement each other in the context of business integration with the society. Provide **FOUR (4)** examples of CSR commonly practiced by companies to preserve the environment.

**(13 marks)**

**(Total: 25 marks)**

**TOTAL (100 MARKS)**

**End of Page**